

ARYFMA

FULL BRAND STYLEGUIDE MANUAL

A complete visual guide for building a consistent ARYFMA brand across software, hardware, people, and every customer touchpoint.

02 / Brand at a Glance

The Brand

ARYFMA is a modern POS and trade-management ecosystem for retail and wholesale businesses. It connects software, hardware, suppliers, staff, customers, and support into one complete system.

The Core Idea

ONE CONNECTED SYSTEM

ARYFMA is designed to reduce operational complexity and return valuable time to the business owner.

The Desired Feeling

PEACE OF MIND

The confidence that everything is connected, visible, and working — even when the owner steps away.

03 / Brand Story

From Arithmetic to a Modern Business Ecosystem

The name ARYFMA is derived from arifmetika — the Uzbek word for arithmetic. It is a coined, ownable name rather than an acronym.

The brand's roots lead naturally to Khorezm and the legacy of Muhammad ibn Musa al-Khwarizmi, whose mathematical work is deeply associated with algebra and whose Latinized name gave rise to the word algorithm.

ARYFMA takes that mathematical lineage into the present: from numbers and logic to algorithms, software, and the systems that help modern businesses operate.

The Brand Promise

Make business feel simpler, more connected, and more under control — so owners have more time for growth and life beyond the business.

04 / The Human Story

Anvar

Anvar is the representative business owner behind the brand. He is 38, from Urganch, owns a small shop with 2–3 staff, and makes the key decisions himself.

He lives on his phone, uses Telegram and Instagram, buys wholesale twice a week, spends long days on the shop floor, and often checks what his cashier reports against what actually happened.

What Keeps Him Up

Unpaid customer debts. Staff turnover. The fear that the business stops when he steps away.

What He Wants

A family holiday. A second and third shop. A business that can run without his constant presence.

The Brand's Job

ARYFMA gives Anvar visibility, connection, confidence, and ultimately time back.

05 / Positioning

Category

Modern POS + trade-management ecosystem.

Differentiation

ARYFMA does not present itself as a single POS tool. It is one partner for the wider business system: POS, online store, loyalty, owner and staff apps, hardware, supplier connections, support, and operational services.

Distinctive Capabilities

Global Catalog for rapid product recognition and setup; supplier connections and reorder notifications; human support in person, by call center, and in the field; theft-risk visibility; and offline operation for older hardware and unreliable connectivity.

Competitive Principle

Do not imitate the visual language of generic retail software. ARYFMA should feel like a serious technology platform with a human purpose.

06 / Brand Character

Confident

Capable without being loud. ARYFMA should feel like a platform an owner is proud to run a business on.

Trustworthy

Clear, stable, precise, and dependable.

Secure

The identity should communicate control and confidence without becoming intimidating.

Approachable

Technology should feel human and useful, not cold or overly technical.

Cool

Modern, restrained, digitally native, and visually distinctive.

07 / Brand Principles

01 — Connected

Every touchpoint should reinforce the idea that separate parts work better together.

02 — Clear

Remove visual noise. Make important information easy to understand.

03 — Precise

Geometry, typography, spacing, and interaction should feel deliberate.

04 — Human

Technology exists to improve people's lives and businesses.

05 — Complete

ARYFMA should feel substantial enough to run an entire business, not merely one task.

08 / Logo

The logo consists of the lowercase letters 'aryfma' in a bold, rounded, sans-serif typeface. The letters are a deep purple color. The 'y' is slightly lower than the other letters, and the 'f' has a unique, slightly curved top that connects to the 'm'.

Concept

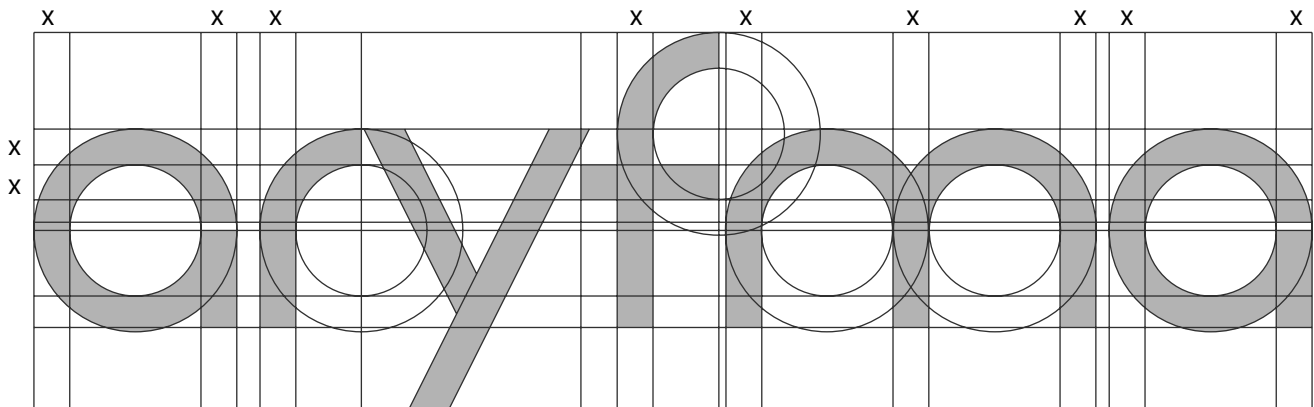
One Connected System is the approved final ARYFMA logo direction.

The mark uses a continuous, geometric structure to express an ecosystem: multiple functions operating as one connected whole. The anti-clockwise movement introduces the quiet idea of time returned to the owner.

Character

Sharp geometry, clean intersections, controlled proportions, and a highly reduced silhouette create a distinctive, ownable, modern mark.

The logo consists of the lowercase letters 'aryfma' in a bold, rounded, sans-serif typeface. The letters are black. The 'y' is slightly lower than the other letters, and the 'f' has a unique, slightly curved top that connects to the 'm'.



x = consistent geometric vertical and horizontal width of letters

Construction Philosophy

The mark is constructed from a consistent geometric logic. Its strength comes from the relationship between the continuous path, the circular reading, and the controlled sharp corners.

Optical Refinement

Geometric correctness should never override optical balance. Final artwork should be adjusted where necessary so that perceived weight, spacing, and visual centering feel correct.

Master Artwork

The supplied master logo files are the source of truth. Never recreate the logo by typing, tracing, or rebuilding it from screenshots.

10 / Logo Clear Space & Minimum Size



$x = x \text{ ref} = \text{horizontal size of letter 'r'} = \text{half the horizontal size of brand letter a}$

 Safe protected area around the logo

Clear Space

Maintain a protected area around the logo equal to at least 1× the height of the internal logo unit / approved construction module. The master artwork should include the official clear-space reference.

Minimum Size

Use the smallest approved master artwork for digital and print applications. For app icons and very small interfaces, use the symbol-only version rather than forcing the full lockup.

11 / Logo Variations

Primary Lockup



Symbol Only

One-Color Versions



Reversed Versions



Primary Lockup

Symbol + ARYFMA custom wordmark. Preferred whenever sufficient horizontal space is available.

Symbol Only

Preferred for app icons, avatars, favicons, compact UI, POS hardware badges, and small-format applications.

One-Color Versions

Use the approved one-color positive and reversed versions when reproduction conditions prevent the primary colour treatment.

Do Not Create

Do not create unofficial stacked, outlined, shadowed, gradient, skewed, stretched, or perspective versions.

12 / Logo Misuse



LOW CONTRAST
MONO COLOR



NON SPECIFIED COLOR



LOGO ON GRADIENTS



LOGO ON PATTERNS



LOGO ON WHITE
BACKGROUND



LOGO ON INVERTED
BACKGROUND

Never stretch or compress the logo. Never rotate it. Never alter corner geometry. Never change individual stroke weights. Never add shadows, bevels, outlines, glows, gradients, or decorative effects. Never place it on a background that destroys contrast. Never rearrange the symbol and wordmark without an approved lockup.

The Rule

If an application requires a treatment not supplied in the master artwork, create a new approved master — do not improvise.

13 / Custom Typography



Custom Wordmark Typeface built from the brandmark

A Typeface Built From the Mark

The ARYFMA wordmark is custom-made rather than an off-the-shelf font. Its letterforms inherit the same geometric DNA as the C3 symbol, creating a proprietary relationship between mark and word.

Why It Matters

The custom wordmark makes ARYFMA immediately ownable. It should feel like one system rather than a symbol placed beside generic typography.

Typography Principle

Precision without stiffness. Distinctive without unnecessary decoration.

14 / Supporting Typography

Aa

INTER TYPEFACE

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Primary UI / Brand Typeface — Inter

Recommended for interfaces, websites, presentations, documentation, dashboards, and supporting brand communications.

Weights: Regular, Medium, SemiBold, Bold. Use weight contrast rather than excessive font-size changes.

Usage

Headlines: SemiBold/Bold. Body: Regular. Labels and UI controls: Medium/SemiBold. Numbers and data: use tabular numerals where available.

If a future proprietary ARYFMA typeface is commissioned, it should replace Inter only after a full system test.

15 / Colour System

Primary Brand Colour — Cosmic Indigo

#4A3F7A

RGB 74 / 63 / 122

HEX #4A3F7A

Cosmic Indigo expresses confidence, intelligence, security, and peace of mind. It places ARYFMA between advanced technology and human trust.

Primary Neutrals

White — #FFFFFF

Ink — #1D1D1F

Soft Grey — #F4F4F5

Mid Grey — #8A8A8F

The neutral palette supports the brand colour rather than competing with it.

COSMIC INDIGO

#4A3F7A

16 / Colour Usage

Core Ratio

Use Cosmic Indigo as the recognisable brand accent, supported by generous white and neutral space. Avoid turning every surface into a branded colour field.

Digital

Prioritise accessibility and contrast. Indigo should be tested for text, buttons, icons, and states before release.

Do Not

Do not introduce arbitrary greens, teals, gradients, or multiple competing accent colours into the core identity.

17 / Graphic Language

Geometry

Use clean geometric forms, strong alignment, controlled radii only where the application calls for them, and deliberate negative space.

The Ecosystem Principle

Graphic compositions should imply relationships: modules connected to modules, information connected to outcomes, people connected to systems.

Motion

When motion is used, favour continuous, purposeful movement rather than decorative animation. Circular or anti-clockwise movement may reference time returned, but it should remain subtle.

18 / Iconography

Style

Icons should feel engineered from the same visual language as the logo: simple, geometric, legible, and consistent.

Prefer a restrained stroke or solid construction depending on the UI context. Do not mix unrelated icon families within the same product.

Product Icons

Icons for POS, inventory, suppliers, loyalty, staff, analytics, and support should share a common grid and optical weight.

Avoid

Generic shopping-cart symbolism, receipt clichés, overly detailed illustrations, and decorative 3D icon sets.

19 / Photography & Imagery

Show Business in Motion

Photography should portray real people, real shops, real products, and real moments of business ownership. Avoid sterile stock imagery whenever possible.

Human Outcome

Where appropriate, show the result of ARYFMA: confident owners, capable staff, smoother operations, and time available for life beyond the shop.

Visual Tone

Natural, confident, contemporary, documentary, and warm. Technology should appear integrated into life rather than isolated from it.

20 / UI / Product Principles

Clarity First

The product is complex; the interface should not feel complex.

One System

Use consistent navigation, components, statuses, terminology, and visual hierarchy across owner, cashier, staff, loyalty, and related products.

Confidence

Important states should be explicit: successful, pending, failed, offline, warning, and action required.

Offline Confidence

Offline operation should feel like a capability, not a failure state. Communicate clearly what is working and what will sync later.

21 / Voice & Tone

Voice

Clear. Confident. Helpful. Precise. Human.

Write Like a Partner

Explain what is happening and what the owner can do next. Avoid jargon when a simple business phrase works better.

Examples

Instead of: "Transaction synchronization unavailable."

Use: "You're offline. Sales are still working and will sync when you reconnect."

Instead of: "Inventory discrepancy detected."

Use: "Your stock count doesn't match the recorded quantity. Review the difference."

22 / Messaging Pillars

01 — Everything Connected

One partner across the wider business system.

02 — Start Faster

Global Catalog reduces the friction of getting products into the system.

03 — Know What's Happening

Visibility across sales, inventory, staff actions, and business performance.

04 — Keep Selling

Offline capability protects the continuity of trade.

05 — Get Time Back

The ultimate human benefit: more freedom to grow, rest, and live.

23 / Tagline Territory

Primary Brand Idea

ONE CONNECTED SYSTEM

Supporting Lines

Everything your business needs, connected.

Run the business. Get your time back.

Business, connected.

The system behind your business.

These are strategic territories rather than mandatory taglines. Final campaign lines should be approved separately.

24 / Applications

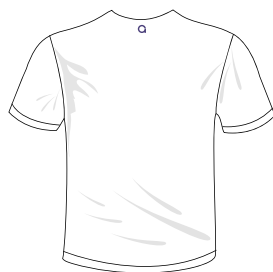
App Icons



Merchandise



TEE FRONT



TEE BACK

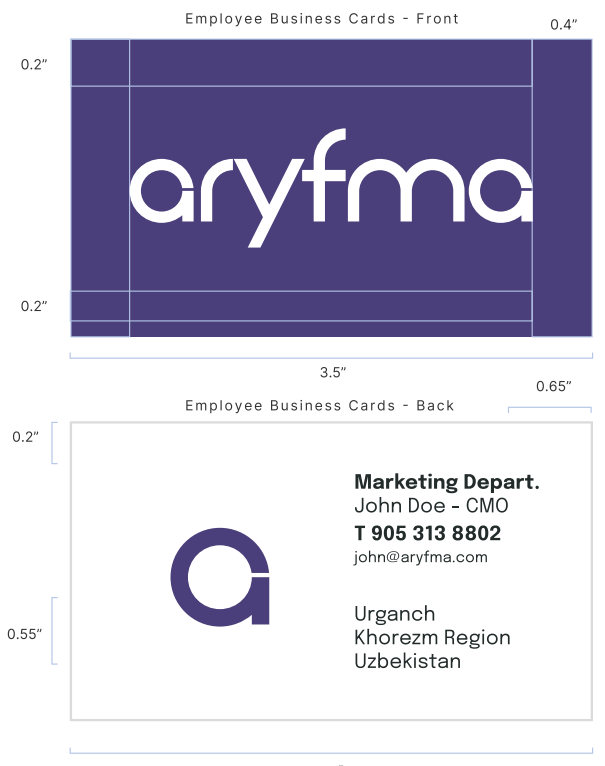


TEAM CAP



TEAM CAP

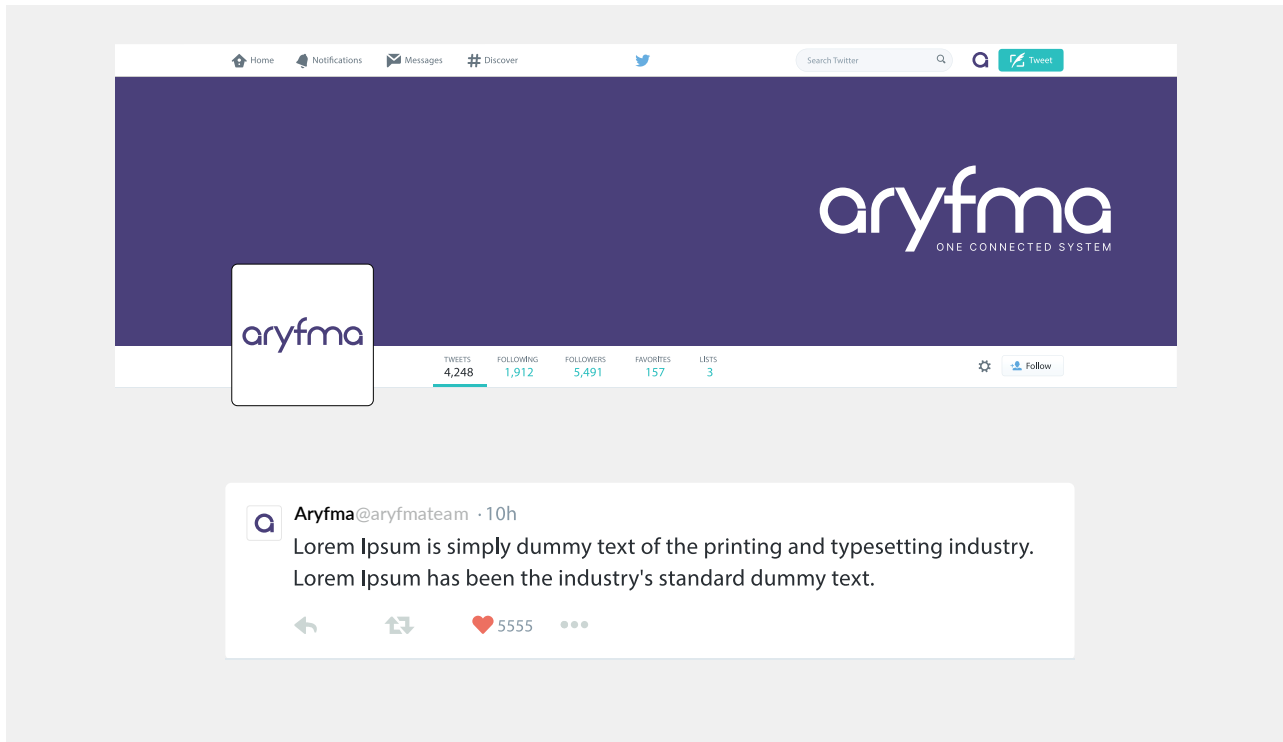
Stationery



All letterheads use the ARYFMA logo in the top

24 / Applications

Social Media Presence



App Icon

Use the symbol-only master. Prioritise recognisability, optical centering, and sufficient breathing room.

POS Hardware

Use the symbol or primary lockup depending on available surface area. The sharper geometry is intentionally compatible with the language of professional hardware.

Website

Use the primary lockup in navigation and high-visibility brand moments. Use the symbol independently where repetition would create clutter.

Print & Signage

Use high-contrast master artwork. Avoid placing the mark too close to physical edges or busy photography.

25 / Brand Architecture

Master Brand

ARYFMA

Ecosystem

The master identity should connect the product family rather than fragment it.

Product Naming Principle

Product and feature names should feel like parts of one ecosystem. Avoid creating unrelated visual identities for every feature.

Consistency

The symbol remains the primary visual anchor across the ecosystem.

26 / Do / Don't

DO

Use generous space. Preserve geometry. Keep typography precise. Use the approved masters. Make interfaces clear. Show real business outcomes. Keep the system visually connected.

DON'T

Use generic retail clichés. Add unnecessary gradients. Mix unrelated typefaces. Rebuild the logo. Overdecorate the interface. Treat ARYFMA like a hardware-only company. Sacrifice clarity for novelty.

27 / Design System Checklist

Before release, check every asset against the following:

- Correct master artwork
- Correct logo lockup
- Clear space preserved
- Minimum size respected
- Cosmic Indigo used consistently
- Typography follows the approved hierarchy
- Icon family is consistent
- Contrast is accessible
- No unapproved effects or distortions
- Product experience feels connected
- Communication is clear and human
- The application reinforces confidence and peace of mind

28 / Final Brand Principle

One Connected System

ARYFMA brings together software, hardware, people, suppliers, staff, customers, and business information into one connected ecosystem.

The identity should do the same.

Every part should feel related.

Every interaction should feel considered.

Every expression should feel unmistakably ARYFMA.

The Human Result

The technology is not the destination.

The destination is peace of mind — and the freedom that comes from knowing the business is working.

ARYFMA

One connected system. More time for what matters.

29 / Production Notes

Master Files

The final logo package should contain vector masters (AI/PDF/EPS where required), transparent raster exports (PNG), and approved light/dark/one-colour versions.

Colour Profiles

Digital artwork should use RGB/HEX values. Print artwork should use an approved CMYK conversion based on the printer and paper stock rather than relying on an arbitrary universal conversion.

Governance

The master logo and typography files are the source of truth. Any new application that introduces a new logo treatment, colour, illustration system, or product sub-brand should be reviewed against this manual.

30 / Closing

ARYFMA

A complete ecosystem for modern commerce.

Built around connection.

Designed for clarity.

Created to give business owners their time back.